



## GENERAL SERVICES ADMINISTRATION

### Professional Services Schedule-

*Advertising & Integrated Marketing Solutions  
(AIMS)*

**Federal Supply Group:** PSS

**Contract Number:** GS00F139DA

**Contract Period:** 5/3/2016 – 5/2/2021

**Business Size:** *Small, Disadvantaged  
Business*



### Crossover Creative Group

2643 Appian Way Ste. J

Pinole, CA 94563 USA

[www.crossovercreative.com](http://www.crossovercreative.com)

### Contract Administrator

Steve Climons

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510-222-5030

## Contract Information:

### 1A. TABLE OF AWARDED SPECIAL ITEM NUMBER (SINS)

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Service

**1B. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN.** *Please see pricing on the following pages*

**1C. HOURLY RATES:** *(Services) Please see pricing on the following pages*

**2. MAXIMUM ORDER:** \$1,000,000.00

**3. MINIMUM ORDER:** \$100.00

**4. GEOGRAPHIC COVERAGE (DELIVERY AREA):** *Domestic only*

**5. POINT(S) OF PRODUCTION (CITY, COUNTY, AND STATE OR FOREIGN COUNTRY):** *Same as company address*

**6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE:** *Government net prices (discounts already deducted). See Attachment.*

**7. QUANTITY DISCOUNTS:** *11% discount for any small project less than 10 hours.*

**8. PROMPT PAYMENT TERMS:** *Net 30 days*

**9A. GOVERNMENT PURCHASE CARDS ARE ACCEPTED UP TO THE MICRO-PURCHASE THRESHOLD:** *Yes*

**9B. GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD:** *will accept over \$3,000*

**10. FOREIGN ITEMS:** *None*

**11a. TIME OF DELIVERY:** *Specified on the Task Order*

**11b. Expedited Delivery:** *Contact Contractor*

**11c. OVERNIGHT AND 2-DAY DELIVERY:** *Contact Contractor*

**11d. URGENT REQUIREMENTS:** *Contact Contractor*

**12. F.O.B Points(s):** *Destination*

**13a. ORDERING ADDRESS:** *Same as Contractor*

**13b. ORDERING PROCEDURES:** *For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](https://fss.gsa.gov/schedules)).*

**14. PAYMENT ADDRESS:** *Same as company address*

**15. WARRANTY PROVISION:** *Contractor's standard commercial warranty.*

**16. EXPORT PACKING CHARGES (if applicable):** N/A

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICRO-PURCHASE LEVEL):** *contact Contractor*

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)**

**19. TERMS AND CONDITIONS OF INSTALLATION (if applicable):** N/A

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE):** N/A

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

**24a. ENVIRONMENTAL ATTRIBUTES, E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS:** N/A

**24b. SECTION 508 COMPLIANCE FOR EIT:** *As applicable*

**25. DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER:** 076604946

**26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** *Contractor has an active registration in SAM database*

## About Crossover Creative

Crossover Creative is a purpose and results driven marketing and advertising resource that supports the needs and benefits of a company or organization's brand.

The focus is finding and recognizing what matters and is undeniable to people. We are small in size but big on solutions and a good alternative to larger higher priced firms based on a foundation of major brand experience with an end product that is effective and efficient. Founded in 1997, Crossover Creative Group initially utilized its major brand experience targeting the growing diversity across the country recognizing it as the new mainstream. This was not just marketing campaigns for corporations but government agencies for recruitment, public safety and public health.



Today this new mainstream has become what we call digilous. Consuming all kinds of information daily through their digital devices and digital lifestyles socially. We even created a digital marketing support service called [Digilous](#) in recognizing the need for marketers to satisfy the digital appetite. Crossover Creative looks at the digital marketplace as the new way to create and support opportunities to engage people with things that matter to them and they can't deny.



## Services

### Marketing Communications Strategy and Brand Positioning

Behind every company or organization's product there is an offering that has to stand out and represent its brand. This needs to be well communicated based on good insights from market research and how you position that in your communications to people.

### Creative Development and Execution

This is where the strategy and positioning is utilized to develop messaging and content that has undeniable appeal in any form of marketing material. From brochures, posters, print, outdoor, TV ads to radio spots, websites, online display, digital banners, interactive ads, Apps and streaming videos.

### Media Strategy and Digital Executions

Utilizing the right media channels is critical to reaching people in today's fragmented and digital marketplace. This includes having the data to make the right decisions in meeting objectives and getting results.

We focus on making sure your digital and traditional marketing campaigns connect with people.

### Video Production and Mobile Apps

We develop stories for video that are socially engaging and supportive of a company's product, brand or service. Mobile Apps are today's marketing channels and we are focused on the strategy and benefits of the content. Today more than ever mobile apps are warranted for people's needs and can support a lot of things.

## Labor Categories and Rates

SIN(s)	Labor Category	MINIMUM EDUCATION	MINIMUM YEARS OF EXPERIENCE	CONTRACTOR OR CUSTOMER SITE	DOMESTIC OR OVERSEAS	UNIT OF ISSUE	GSA PRICE (including IFF)
541-1	Chief Brand Developer	Bachelors	20	Both	Domestic Only	Hour	\$177.73
541-1	Project Manager	Bachelors	10	Both	Domestic Only	Hour	\$145.00
541-1	Copywriter	Bachelors	7	Both	Domestic Only	Hour	\$141.06
541-1	Art Director/Visual Designer	Bachelors	7	Both	Domestic Only	Hour	\$141.06
541-1	Director of Media	Masters	15	Both	Domestic Only	Hour	\$172.29
541-1	Research Director	Bachelors	20	Both	Domestic Only	Hour	\$177.73
541-1	Digital Production	Bachelors	8	Both	Domestic Only	Hour	\$151.13

**Service Contract Act:** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire PSS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## **Labor Category Descriptions**

### **Chief Brand Developer**

Lead and oversee marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, developing marketing communications strategy, brand positioning and creative direction in supervising a creative team of copywriter, art director/designer, and digital production on marketing materials for marketing and advertising campaigns.

**Education and Experience:** Bachelors, 20 years

### **Project Manager**

Lead and oversee marketing and advertising projects focused on meeting objectives and getting results. Functions include managing Client needs and input as well as budget, timelines, key deliverables, review and analyze project criteria, marketing communications strategy, and coordinating efforts with Chief Brand Developer and creative team from development to production in monitoring a marketing and advertising campaign

**Education and Experience:** Bachelors, 10 years

### **Copywriter**

Develops copy for marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, marketing communications strategy, writing brand positioning statements and copy on marketing materials for marketing and advertising campaigns.

**Education and Experience:** Bachelors, 7 years

### **Art Director/Visual Designer**

Develops art/visuals for marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, marketing communications strategy, developing the visual concepts and digital translations on marketing materials for marketing and advertising campaigns.

**Education and Experience:** Bachelors, 7 years

### **Director of Media**

Develops media strategy for marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, marketing communications strategy, developing media strategy and executions that are results-driven, budget-conscious, and innovative on the newest media vehicles and conversions for ROI in supporting marketing and advertising campaigns.

**Education and Experience:** Masters, 15 years

**Research Director**

Develops qualitative and quantitative research supporting brand positioning and marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, marketing communications strategy, developing research to determine actions and opportunities in support of strategies for marketing and advertising campaigns.

**Education and Experience:** Bachelors, 20 years

**Digital Production**

Develops digital work for marketing and advertising projects focused on meeting objectives and getting results. Functions include review and analyze project criteria, strategy, developing online content, email blasts, display ad executions from visual concepts to digital translations (video and mobile Apps) supporting marketing and advertising campaign channels.

**Education and Experience:** Bachelors, 8 years